

The Role of Media in Promoting Civic Skills in View of Hamshahri Subscribers (Case Study: Tehranin 3, 10 and 16 Districts)

Esmail Kavossi¹

Associate Professor of Management and Planning of Cultural Affairs, North Tehran Branch, Islamic Azad University, Tehran, Iran

MasoumeSadat Hashemipoor

M.A. in Social Communication Sciences, East Tehran Branch, Islamic Azad University, Tehran, Iran

Received 24 September 2018

Revised 19 October 2018

Accepted 12 December 2018

Abstract: *In this research, the views provided by subscribers of Hamshahri inhabited in Tehran was studied and used to understand the role of the media promoting civic skills in view of subscribers. Method was used in the research is field and Library; and was conducted correlation and applied in manner purpose respectively. The statistical community consists of subscribers of Hamshahri in three, ten and nineteen areas of Tehran. 360questionnaires were distributed among the people and357questionnaires were returned. In the next step, based on a conceptual model, questions and hypotheses of research were evaluated using a researcher-made questionnaire, extracted items in statistical sample (subscribers of Hamshahri in three, ten and nineteen areas of Tehran).In descriptive statistics section, data was presented in two background and main variables using tables of frequency, relative, mean, standard deviation and variance indicators; Kolmogorov-Smirnov test and Pearson-Spearman correlation test was used in Inferential section. The results of the statistical analysis suggest that there is a positive correlation between the two variables of the role of the media and the promotion of civic skills; and a direct relationship between the two variables. There is also a positive correlation between the role of the press and the citizens' familiarity in need of maintaining order and security in society, respect and observe others rights, people's familiarity with environmental damages and ways of reduction and prevention, educate citizens about the aggravated traffic problems and ways of reduction, their familiarity with enormous costs of the city administration and destruction of public property and the role of citizens participation in achieving sustainable revenues; and there is a direct relationship between the variables.*

Keywords: *press, civic skills, role of media in promoting civic skills.*

Introduction

Media are an integral part of people's lives today. People make use of the social, political, economic, education and entertainment contents of the media throughout the day. The current generation was grown up with media from the beginning of life and they receive vast part of culture, values and norms of their community and other communities from the media in today's world of information and communication. In other words, in modern era known as information era and communication society, a great part of the socialization of the generations is done by the media. Influence of media is to the extent that some communication theorists believe they set our subjective and even behavior priority;and if they do not teach us how to think, they teach what we thought about. (Lotf-Abadi, 2007: 20-19)

Change in the nature of the phenomena and macro issues is one of the characteristics of new and communication era. The range of the variations is evident in all micro and macro levels in social, cultural, economic, political, international dimensions. These changes are seen in the media and their various applications as well as phenomena like city, citizen, skills and civil rights. Today, cities have converted to highly complex social realities which have overt and covert opportunities and threats simultaneously; and strengths and weaknesses (Yusefi, 2012: 47). Issues such as challenging for globalization, promoting public diplomacy, solving the problems of urbanization such as traffic, air pollution, environmental problems, dispersion and cultural analysis problems, moral and religious

¹ Email: ekavousy@gmail.com (Corresponding Author)

damages, shortcomings of sustainable financial sources and civic participation. "The word citizenship is one of the concepts that has a secure linkage with city, even though use of this word is dated to very remote ages that can be seen repeatedly in Plato's Politeia and his latter works in which he meant nationality of an individual in political unit of the city's government and the respective rights, but today the word has further meanings; and rights and duties of citizenship have revived and enriched." Which can be defined as: the relationship between a natural person and a political community is known as "state and citizen" have rights that aren't less important than his/her duty. (Yusefi, 2012, p. 49)

Research Question

Today communications have amazing speed and the world with all its breadth has turned to a village; and boundaries of time and space is transcended by improving the technology of communications. Cultures were and are severely affected by each other; and it seems necessary in terms of understanding cultural issues in order to prevent the inadequate dissemination of foreign cultures, Because ignoring cultural issues result in crisis of cultural identity in a society (Yusefi, 2012: 38). A unique feature of today's world is the extensive communications of human. Developed communications especially electronic communications have distinguished the new and the former society so that the new era was called the era of relations and modern society as informational society. In such society, mass media play a very important role as key factor in communications. Mass media have the greatest influence among all means and new technologies. These media play a very important role in the formation of new habits, changes in beliefs, mood and behavior of human beings, the development of global culture; and approaching nations and communities. However, the impact of media and also public interest are not identical in all societies and depends on the variable of cultural, social and economic development in every society. Being a citizen requires the observance of certain factors which some are mandatory and some optional. A citizen is a man who has been able to institutionalize criterions of a citizen completely in own self; and is aware of all the duties and authorities that a citizen should do and is bound to observe them.

In addition to the rights, the concept of citizenship has also tasks and obligations. The tasks may be considered as responsibilities prescribed by law and penalties are determined for not respecting them. The obligations were done voluntarily and manifest solidarity and mental ties of an individual with others. The sum of the duties and obligations can be considered as of citizenship skills. Coexistence and social interaction or art of living in the city is like engine oil in political literature. An excellent steel engine in an expensive vehicle burns if there is no oil in tithe role of oil in the gears of industry equals with the role of ethics and art of social and group life in urban relations (Lotf-Abadi, 2007: 20-19)

Rights and duties are the constituent elements of citizenship and are identifiable in civil, social, economic, cultural and political dimension. They cannot be simply achieved with prescription. Both the government and citizens are responsible for protection of the rights to promote and develop the city and society. The citizens are in need of sources to recognize and be aware of skills and rights; and need base for its realization. In other words, citizen's awareness of their rights and duties is the basis for its operation and actual realization. Thus, understanding the conditions of its fulfillment could imply on the practice of citizenship and consequently leads to the development. Knowledge should be considered as the important source of loyalty and responsibility feeling. On the other hand, if we accept we are immersing in an endless ocean of information and knowledge through various media which are super heavy, loaded and widespread all over the world; and was handled in all aspects of our social affairs and personal life; and was bound all human relations and forms of cultural and political interactions in a charismatic circle (Yusefi, 2012: 47),the question is to what extent the development process of citizenship and proliferation of civic skills is affected by this phenomenon? In a research published in1967,"Wilber Schramm "calculated the relationship between the growth of the mass media and major indices of the social and economic development based on the statistics relating to the 88 to122 countries. In this calculation, Schramm realized Lerner's hypothesis by testing and doubted in existence of a consistent pattern of developed world principally; and finally by dividing the world into four developing regions examined the doubt and concluded that: "It appears the relationship between urbanization,

literacy and gross domestic product (GDP) occurs in various types with growth of media in different regions. It means there may be diverse patterns for development. (Asadi, 1993: 17-24)

In view of the Lerner, a great role was considered for communication to develop societies in the context of the various stages. "Increasing urbanization" and "literacy" are factors affecting the growth of the media and their use. Contribution takes place at the fourth stage of this four level variable model after previous three steps. However in Lerner's pattern, development model finally turns into a compound linear path after a linear process in which the relationship between the media and literacy takes a reciprocity status. Press in his pattern is a major factor in shaping them before generating by certain political structures (Motamednejad, 1994: 160-170). Although Lerner's studies concern more about the uses of the radio and television, we can result of his researches the press are highly effective in increasing empathy. They can reduce the efficiency of the geographic mobility, travel and urbanization and place individuals in the mental mobility threshold by provoking their empathy. The press, in addition to the changing the images or the expectations of a man lying in the concept of empathy, creates belief and awareness about public issues. We can conclude if Lerner's general theory is correct about the development function of the media and its facilitator role in process of development, then we should obtain positive correlations between the uses of press in one hand and innovation, empathy and satisfaction on the other hand (Asadi, 1993: 38)

In the works of pioneers of communication studies in which deals sporadically to the category of mass media amid psychological and sociological researches, due to the historic role of it major emphasis is on the press. "Gustave Le Bon" (1879) knows the press as direct mainsprings in the education of the masses which "with growing size" discloses opinions conflicting with the uninterruptedly. Hence, they make the role of ancient training pale and the lifetime of the views short. According to him, the transformation process of the press was leaning toward strict adherence of the public opinion, mere transfer of entertainments, rumors, advertisements, up to date information and also winning the popular votes. "Gabrielle Tardy" (1890) defines press one of the causes for emerging "public" which represent spiritual and intellectual solidarity rather than physical actions. Thus, the press can arise at the same time by creating series of communication, knowledge, ideas and common will (Motamednejad, 1994: 125).

Ferdinand Tönnies (1935), the German sociologist, considers the press real estate of public opinion which in some ways is equal to or even higher than concrete powers which holds the government in form of army, budget and administrative institutions (Asadi, 1993: 56). The effect of the press on the development is evident from the recent researches have been done on the relationship between the development and communications. Although at the beginning, the studies of communication development was considered mainly synonym of the economic growth in fifties; in fact, the significance of cultural attitudes and social norms in economic growth was changed with gradual clarification of view about the role of communications including press. Theories have been directed to the point that although science, technology and capital may be entered in any society, required creativity to use these resources for the development of a particular society should come from the heart of the community. Social media can be prepared to accept the change by media. Now, if we accept citizenship and civic skills are a modern concept in a developed context which will not be achieved without education, awareness and understanding its skills; and will not figure out the true meaning of the urban development, the question raises "what is the role of the media in upgrading education skills and citizenship rights and duties; and to what extent the press has been effective and worthy?"

The Concept of Citizenship Training

Citizenship is a lifelong process and therefore, all of the people in their life require citizenship education tailored to the different stages of his/her life. Of course, this will be true when the educational environment of the community turns into democratic space in which students need to be trained in the fields of ethical, social development, knowledge and objective understanding of the world, participate in all decisions for themselves at home, school and community, and was actively placed as a citizen in social relations appropriate to their circumstances (Mahmoud et al., 2012: 29).

Citizenship training is considered a functional phenomenon which results of social needs and strives to meet them. It has an implicit and explicit function with a positive approach because it is helpful for cohesion and strength of community and city. One of the positive functions of citizenship training is to transfer educational activities with the approach of the city and citizenship to audiences; order and direct its objects with the participation of citizens; enhance the teaching activities and learning experiences with efficient educational content; create a unified effect and targeted structural models at the people (AnjomShoa, 2012: 38). Citizenship training refers to the education that is related to the citizenship development or abilities. Their objectives necessarily were understood in relation to the expectations of particular communities; because they transport knowledge and attitudes, values and skills associated with participation in the social or civil community. In other words, citizenship training is a form of training which refers to the explicit provisions in order to inculcate the civic values through formal education.

Citizenship training concerns with the rights, tasks, duties, moral, social and political responsibilities and obligations equal and universal to all members of community, with a sense of inclusive belonging, membership and comprehensive social identity to participate actively in the political community, coupled with fair and equal enjoyment of privileges, benefits and resources of community regardless of ethnic, racial, social, economic, cultural and religious flattery(Turner, 1994; McLean, 1996 themes,1998). The main emphasis is to train children as citizens in a way to participate in society and the environment; become familiar with their rights and fulfill their duties towards society. Thus, citizenship training goes beyond decision-making and fair judgment in social relations. It includes mutual respect among citizens who show differences in the ethnic, linguistic, racial, cultural, and religious and gender identities. Social and political attitudes like "communitarians"(Etzioni, 1993 and 1998) emphasis a lot on teaching these skills in their community (Zakaei, 2013: 25).

As a social reality, citizenship training is a component of democracy-political system and a key indicator for realization of democracy in public sphere of civil society; and can be studied in cultural structure of Iran in three forms; refusal citizenship, possibility of citizenship and create citizenship. In fact, the core and forming backgrounds of citizenship training includes tradition, history, geographical location, social and political structure, economic system and modern global trends. As a matter of fact, political dimension of citizenship training is determined by the political system of the society. From political and civic aspect, such training deals with teaching strategies to create and maintain unity and overall coherence of citizens as a reality which leads to the growth of national identity among citizens (Behbahani, 2014: 59).

In total, citizenship training consists of learning, value and skills which are compatible and correlated with the nature and methods of administrating a democracy and participatory system; and issued practically as a means to foster a sense of belonging to the community and having a purpose in life. Such training from early childhood creates a kind of confidence and responsible behaviors socially and morally. In fact, the aim of such training is fostering "social and moral responsibility", "social activism", "political literacy" and etc. Indeed, the components of learning and citizenship training determines "the least political and structural rights of individuals in society. On the other hand, it boosts awareness to individual-political and social rights of people. It expands democracy and participation in political, social, cultural, economic and religious areas; and somehow these training promote observance of non-discrimination, equality and the egalitarianism to benefit spheres of life among citizens.

Theoretical Framework of Research

Communication theory

Today, this fact that the media plays an important role in the socialization of the children and also the long-term socialization of the adults, have been widely accepted. According to the functionalist theory, transmitting culture is one of the most important functions of media. Media helps to attract people by continuing socialization after completing formal education and also starting it in the pre-school years.

Media can reduce the sense of alienation and being rootless with displaying and offering a society in which one can identify and introduce himself.

Planting Theory

George Gerbner's planting idea is used to investigate the influence of press on critical thinking. This theory is based on the propositions that the media are influencing on opinions and behaviors of target audiences. Proving the existence of differences between low and high consumption of media can support the influence hypothesis of the media by itself. Unlike traditional approaches that assume a direct and immediate effect of the media on behavior, the analysis of plant enjoys several main assumptions to form it which is described as following:

- Planting is an accumulation and aggregation process.
- Planting is a multi-dimensional and polymorphism process.
- Planting leads to the introduction of a process.

The accumulation process of planting through media means that planting rate increases with increased use of media. Gerbner and his colleagues have expressed people who use medium more are likely accepting more effects than others, especially on the issues which have less direct and first-hand experience. Planting theory assumes that media have long-term effects on the attitudes of the people; the effects which are indirect, gradual and small as well as increasing condensation and accumulation. In terms of "Morgan and Sygnvrly" as ruling and dominant patterns of cultural production, planting tends to produce messages and represent ideologies, world-views, attitudes, actions, behaviors and cultural backgrounds from which they are derived to develop and sustain them." "Gerbner" and his colleagues believe media effects are studied by comparing the behaviors and reactions of high and low consumers. It is expected that response of low consumers will be more like the media content in contrast to the high consumers. Planting approach considers medium as an agent of socialization and seeks to evaluate that people who use these media how much influence by the media version (real).

Citizenship Theories

Aristotle's work is the first systematic effort for plotting a citizenship theory, while the first institutional manifestation of citizenship experience in the state of Greece cities particularly in Athens was found from the fifth up to the fourth century before AD. But shape and function of Greek citizenship was very different from the modern citizenship. So historians specializing in the citizenship generally divide citizenship development into separate stages to show that the meaning of the concept has change from its roots in the ancient world up to modern times and beyond that.

- 1- According to the "Parsons' action theory" which is based on four functional tasks we can divide rights of society into four political, economic, cultural and civil sections. This division relies on Parsons' consideration of a subsystem of society. Parsons believes that the study of this subsystem, the sociology of law, regulations and legal institutions are the most perfect shape of them.
- 2- Ralf Dahrendorf is one of critical theorists who believe citizenship is closely related with modernity; and the role of citizen is a set of equal rights and participation of full members of a community. These three elements that can help to recognize the social-economic and social - political progresses include:
 - The fact that citizenship role is a set of equal rights for those who possess it, is more an expression because equality and legal nature of base and citizenship are two different things.
 - Citizenship is the opportunity to participate in social life; in other words, citizenship is more the right to defend the personal integrity, as well as the right to participate in creating conditions under which the society is formed and is exactly the right of creating rules that binds all citizens.

- Citizenship is a generalized right associated with membership of a community that its borders have been defined historically. Then there is a relationship between citizen and established state-nation. Here citizenship combines with nationality and has forms in relation to the role of citizen and expansion of the political community beyond the state.
- 3- According to Turner, it is better to define citizenship as a process instead of a framework of rights and duties which redistributes resources. National citizenship in the nineteenth century was based on racial divisions. Because based on an ethnic or national identity was depriving the aliens from accessing to sources; while the citizenship is a set of processes that determines the rights and immunities in a political community describing and evaluating special assistance of the individuals to the society for example: participation in the war, reproduction or work.
- 4- Zokaei (2013) considers citizenship training consisting of learning knowledge, values and skills which is compatible and correlated with the nature and methods of administrating a democracy and participatory system. It is used practically as a means to foster a sense of belonging to the community and having a purpose in life. These programs should be focused on engaging people in activities related to their spheres of life (community). Obviously, such training should be done both inside and outside of school. Effective citizenship training from the beginning, socially and morally (in class or out of it), teaches to the children confidence and responsible behaviors. Other aspect of citizenship training is involving adolescents and youth in issues related to living conditions and the environmental concerns of their local community (Learning via partnership and becoming volunteer in public and social welfare activities are of this category); and Finally, the third aspect of citizenship training may be known as transmission; knowledge, values and skills by which people detect themselves as a helpful member of public life in society (Zakaei, 2013: 23-22).

Research Goals

Main Goal

Identify the role of press in the promotion of citizenship skills from the perspective of Hamshahrisubscribers.

Sub Goals:

Identify the role of the press to orient and educate citizens to the necessity of creating order and safety in the community.

Identify the role of press to orient and educate citizens to the necessity of respect to others rights.

Identify the role of the press to orient and educate citizens with environmental damages and ways to reduce and prevent them.

Identify the role of the press to orient and educate citizens with aggravated traffic problems and ways to reduce them.

Identify the role of the press in citizens' awareness about the enormous costs for administering the city, destroying the public property and strategies for reducing it.

Identify the role of the press in citizens' awareness to their participation role in realization of sustainable incomes.

Research model

Independent variable: Press (Hamshahri newspaper)

Dependent variable: promotion of citizenship skills

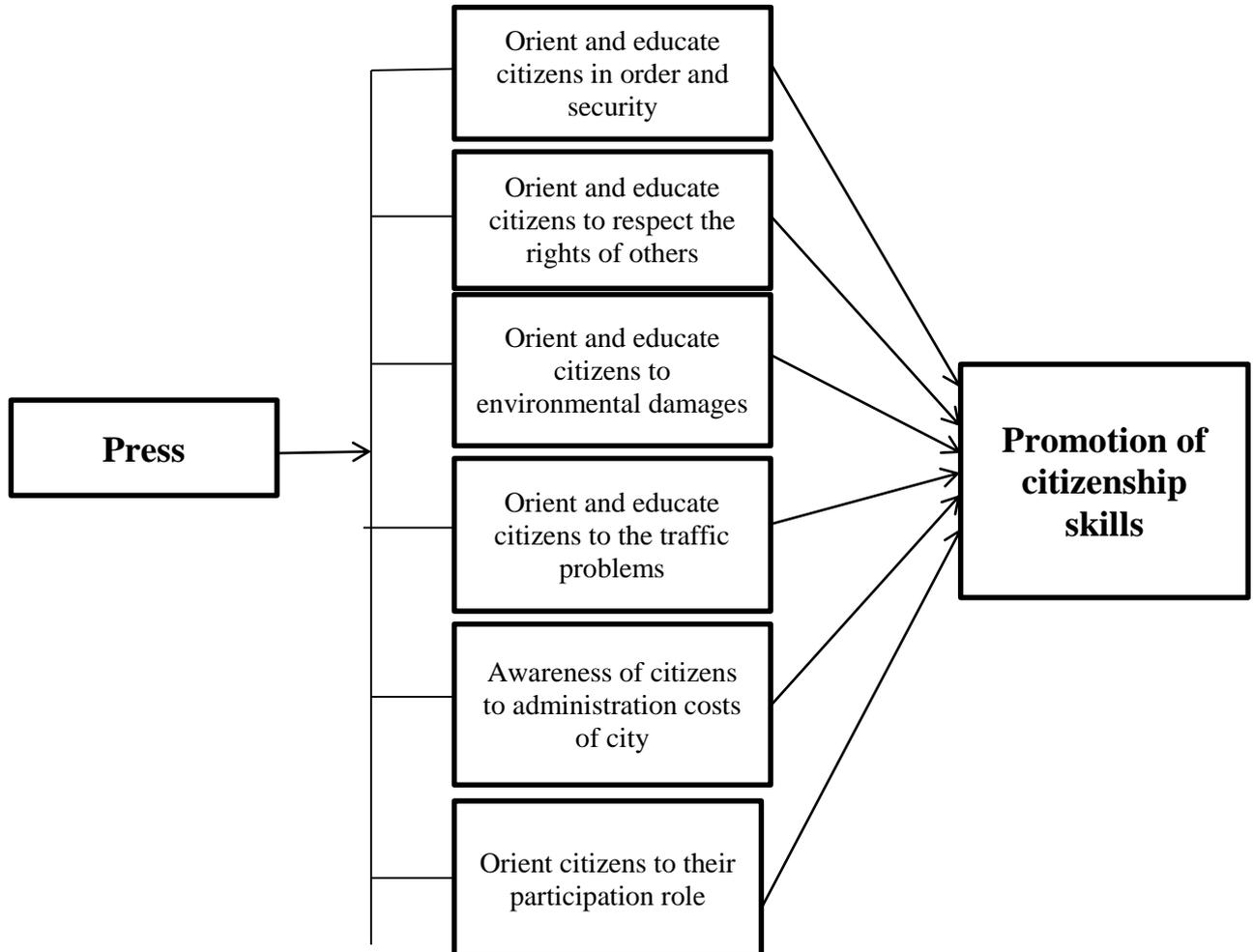


Figure (1): Analytical research model – researcher-made and derived of the research literature (Views of Parsons, Dahrendorf, Turner & Zakaei)

Research Hypotheses

Main Hypothesis

- there is a relationship between the role of the press and the promotion of citizenship skills among the Hamshahri subscribers' view,

Sub Hypotheses

- There is a relationship between the role of the press with the citizens' familiarity and the necessity of creating order and security in the society.
- There is a relationship between the role of the press with the citizens' familiarity and the necessity of the respect to the other people's rights.
- There is a relationship between the role of the press with the citizens' familiarity and the environmental damages and ways to reduce and prevent them.

- There is a relationship between the role of the press with the citizens' familiarity and educating aggravated traffic problems and ways to reduce them.
- There is a relationship between the role of the press with the citizens' familiarity and the enormous costs for administering the city, destroying the public property and strategies for reducing it.
- There is a relationship between the role of the press with the citizens' familiarity and collaborative citizenry in the realization of the stable revenues.

Research Method

The research is applied and background finder in purpose and the descriptive method respectively and its information was collected by the survey method.

Statistical Population and Sample

Statistical society of the research was composed of Hamshahri subscribers in the areas three, ten and nineteen of Tehran that are 5,000.

Simple random sampling was used in current research. There is equal possibility for the selection of each one in this method. In other words, every member of the sample has an equal and independent chance for being selected. Cochran's Formula was used to estimate sample size by simple random sampling. So, total number of the sample in the confidence level of 0.95 was calculated as following by using the Cochran's Formula. In his formula its approximate estimator namely $p * q$ is used for the society variance. The minimum sample size for the study is considered 357 people. Then, 357 questionnaires were distributed among members of the target population.

Testing Method and Statistical Analysis

Data analysis of this research was conducted in two levels of descriptive and inferential statistics. Data was analyzed with the use of the statistical indices like Frequency, Percent, Average and Standard deviation in the level of descriptive statistics. Kolmogorov-Smirnov test and Pearson's correlation test was used in inferential statistics level to measure research questions and evaluate research hypotheses.

Inferential Statistics

Investigating the Normality of the Variables

In this section first, we investigate if research variables are normal or not. Null hypothesis will be rejected if the level of significance was less than 0.05; and we could say with the 95% confidence that the data distribution isn't normal. Null hypothesis will be accepted in case the level of significance was more than 0.05 and the data distribution is normal.

Table (1): Survey of the variable distribution

Variable	Statistics of KS	Significance level (sig)	Result
Necessity of creating order and security	0.747	0.632	Sig> 0.05 Variable is distributed normally.
Necessity of respecting to the rights of other citizens	0.815	0.520	Sig> 0.05 Variable is distributed normally.
Citizens' familiarity with environmental damages	0.007	678/1	Sig> 0.05 Variable isn't distributed normally.
Orient and educate citizens with aggravated traffic problems	0.885	0.584	Sig> 0.05 Variable is distributed normally.
Citizens' familiarity with the enormous costs for administering the city and destroying the public property	0.000	2.313	Sig> 0.05 Variable isn't distributed normally.
citizens' familiarity and collaboration in the realization of the stable revenues	0.277	0.994	Sig> 0.05 Variable is distributed normally.
The role of press	0.670	0.724	Sig> 0.05 Variable is distributed normally.

Considering table (1), since in the test of normality the significance level for the variables of necessity of maintaining order and security, necessity of respect and observance to the rights of other citizens, orienting and educating citizens with aggravated traffic problems, citizens' familiarity and collaboration in the realization of the stable revenues and role of the press in the research community is more than 0.05; therefore, the null hypothesis cannot be rejected and distribution of variables is normal with 95% confidence. Then, parametric tests (Pearson's correlation test) will be used to examine the related assumptions. In the test of normality the significance level for the variables of citizens' familiarity with environmental damages and citizens' familiarity with the enormous costs of administering the city and destroying the public property is lower than 0.05; so, the null hypothesis is rejected and distribution of variables isn't normal with 95% confidence. Then, non-parametric tests (Pearson's correlation test) will be used to examine the related assumptions.

Research Hypotheses Testing

Overall hypothesis: from the view of Hamshahri subscribers there is a relationship between the role of the press and the promotion of citizenship skills.

Table (2): Surveying correlation test of general hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Upgrade citizenship skills	0.575	0.000	sig <0.01 Meaningful relationship

Considering table (2), the significance level of test is 0/000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaningful relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient we can say there is a positive correlation between two variables of the role of the press and upgrading citizenship skills; and their relation is positive.

First sub hypothesis: There is a relationship between the role of the press and the necessity of maintaining order and security in society.

Table (3): Studying the correlation test of the first sub hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Necessity of maintaining order and security	0.558	0.000	sig <0.01 Meaningful relationship

Considering table (3), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaningful relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there is a positive correlation between two variables of the role of the press and familiarity of citizens with the necessity of maintaining order and security; and their relation is direct.

Second sub hypothesis: There is a relationship between the role of the press and the necessity of respect to the others rights.

Table (4): Studying the correlation test of the second sub hypothesis

Variable		Correlation coefficient	Significance level(sig)	Result
Role of the press	Necessity of respecting to the rights of other citizens	0.425	0.000	sig <0.01 Meaningful relationship

Considering table (4), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaningful relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there are a positive correlation between two variables of the role of the press and familiarity of citizens with the necessity of respect to the others rights; and their relation is direct.

Third sub hypothesis: There is a relationship between the role of the press and citizens' familiarity with environmental damages and the ways to reduce and prevent them.

Table (5): Studying the correlation test of the third sub hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Citizens' familiarity with environmental damages	0.250	0.000	sig <0.01 Meaningful relationship

Considering table (5), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaning full relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there is a positive correlation between two variables of the role of the press and citizens' familiarity with environmental damages and the ways to reduce and prevent them; and their relation is direct.

Fourth sub hypothesis: There is a relationship between the role of the press with orienting and educating citizens to aggravated traffic problems and the ways to reduce and prevent them.

Table (6): Studying the correlation test of the fourth sub hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Aggravated traffic problems	0.515	0.000	sig <0.01 Meaningful relationship

Considering table (6), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaning full relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there is a positive correlation between two variables of the role of the press and citizens' familiarity with environmental damages and the ways to reduce and prevent them; and their relation is direct.

Fifth sub hypothesis: There is a relationship between the role of the press with orienting and citizens' familiarity with the enormous costs of administering the city and destroying the public property; and the ways to reduce and prevent them.

Table (7): Studying the correlation test of the fifth sub hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Citizens' familiarity with the enormous costs of administering the city and destroying the public property	0.000	0.333	sig <0.01 Meaningful relationship

Considering table (7), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaning full relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there is a positive correlation between two variables of the role of the press and citizens'

familiarity with the enormous costs of administering the city and destroying the public property; and their relation is direct.

Sixth sub hypothesis: There is a relationship between the role of the press and citizens' familiarity and collaboration in the realization of the stable revenues.

Table (8): Studying the correlation test of the sixth sub hypothesis

Variable		Correlation coefficient	Significance level (sig)	Result
Role of the press	Citizens' familiarity and collaboration in the realization of the stable revenues	0.000	0.246	sig <0.01 Meaningful relationship

Considering table (8), we see the significance level of the test is 0.000 which is less than 0.01 (the rate of standard error). So, the null hypothesis is rejected and we can say there is a meaning full relationship between two variables with 99% confidence. With respect to the positive value of correlation coefficient, we can say there is a positive correlation between two variables of the role of the press and citizens' familiarity and collaboration in the realization of the stable revenues; and their relation is direct.

Conclusion

With respect to the mean of responses it can be said: using Hamshahri newspaper in a high level results comfort and increased satisfaction of the respondents. They believe using Hamshahri in an average level has improved the quality of life. In addition, it has contributed citizens a lot in accessing to the information and international experiences. Moderate use of it has increased the literacy of the respondents and prepared individuals to obtain citizenship skills that are needed in the workplace today and tomorrow. Compared to the researches was done, Hussein Abdolrahimi Barenji, in his article entitled "The role of the media in citizenship training" with emphasis on the medium of television, believes: when we speak about teaching media, commonly its application in schools and distance education is associated and considered. While the media, especially television, has much extensive capacities and capabilities for training at all levels and areas; and its educational function encompasses all forms and materials of media. Therefore, the role of mass media which plays in shaping the norms, values, attitudes and behaviors is considered a kind of education that is much beyond the formal educations and includes whole range of media audiences.

Survey results shows the media can help to increase citizenship skills offering behavioral patterns, reference frames and desired information. So, Hamshahri should increase literacy of respondents and prepare individuals to obtain citizenship skills that are needed in the workplace today and tomorrow. With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "the variety and quality of learning". Mean is verified in the range of 1-1.8 very low, 1.81 -2.61 low, 2.62-3.42 medium, 3.43-4.23 high and 4.24-5 very high. According to the average of responses could say: the moderate use of Hamshahri helps to the citizens to be trained in the new formats. High use of it increases citizenship skills among individuals. Also, it arouses curiosity and creative thinking. Average use results in variety teaching. Respondents believe the moderate use of Hamshahri prepares them for citizenship skills that are needed in the workplace today and tomorrow.

Compared to the conducted research, Keaer (1999) detected three main approaches in curriculum from the review and summary of comparative study was done in various countries, namely: discrete, consolidated and interdisciplinary curriculum. In Discrete approach, programs are part of a more general course often titled as social science or studies which is linked with other issues and areas of the curriculum. In interdisciplinary approach, citizenship education is neither a discrete subject or course nor a part of a consolidated course, but instead it covers the entire curriculum. In consolidated approach, some countries have chosen a mixed approach to education citizenship in primary school curriculum which is very common; and is leading to specialization (Ghaedi, 2007: 58); thus media should also have proper planning to improve the quality of education.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "Services to Citizens". Mean is verified in the range of 1-1.8 very low, 1.81 -2.61 low, 2.62-3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: People use Hamshahri at work moderately. The importance of exploiting the newspaper among respondents is moderate. Citizens' works are done through this newspaper moderately and enjoying it at an average level provided more accurate services to individuals. Respondents' believe access to information was facilitated more.

Compared to the conducted researches, International Association of the evaluation and educational progress in a recent report about citizenship training states that all contemporary societies have deep concerns and preoccupation about how to prepare youth and adolescents for the life of the city and citizenship and learn them to participate in social issues (Turni Porta, 1991).The report states that active and effective citizenship training have been one of the key objectives of the curriculum in many countries (Ghaedi, 2007: 57). So, Hamshahri have been able to act in this relation effectively and facilitate access to relevant information.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "maintaining order and security". Mean is verified in the range of 1-1.8 very low, 1.81 – 2.61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have a high role in strengthening and institutionalization of precision, order and pursuing affairs, job skills and foresight, rule of law and justice among citizens. They believe it has an average role in enhancing citizens to recognize their talents and creativity in order to fulfill the wishes, human happiness and their comprehensive development, correct, realistic, rational and conscious as well as creative and critical thinking, recognition of an individual - social - cultural- national- religious and civil life of citizens.

Compared to the conducted researches, international research in the university of Washington by "Ayslr and Stark" in 2003-2004 was carried out for citizenship training. This model presents that in a certain minimum, citizens need to have knowledge and understanding of the responsibilities, rights and their national multiple identity (Ghaedi, 2007: 197).Therefore, Hamshahri should play a more fundamental role in upgrading the understanding of citizens' individual- social – cultural- national- religious and civil life.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "respect to others and observe their rights". Mean is verified in the range of 1-1.8 very low, 1.81 – 2. 61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have an average role in strengthening humanitarian and fair as well as courtesy and good mood behavior and democracy, in dealing with the destructive consequences of contemporary tensions such as racial and cultural differences among the citizens of Tehran. They believe it has a high role in advancing the concept of civil rights with all its specifications respect to others and observe their rights among citizens of Tehran.

Compared to the conducted researches, Fazli (2006) writes, indeed citizenship training and being citizen-centered contains learning knowledge, skills and values that are compatible with the nature and administrative practices of a democracy and participatory system; and actually is used as a means to foster a sense of belonging to the community and having a purpose in life. Such training creates a kind of confident and responsible behaviors socially and ethically from early childhood. In fact, the aim of such training is fostering social and ethical responsibility, social activism, and political literacy and so on. Components of learning and teaching specify levels of structural and political rights of the individual in society.

It strengthens awareness about people's individual, political and social rights; and expands democracy and participation in political, social, cultural, economic and religious fields (Fazli, 2006).Somehow, these training promote observance of non-discrimination, equality and the egalitarianism to benefit from

fields of life among citizens (Mohseni, 2011: 38). Therefore, Hamshahri should play a more fundamental role in upgrading respect to others and observe their rights among citizens of Tehran.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "citizens' training with environmental damage". Mean is verified in the range of 1-1.8 very low, 1.81 – 2.61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have a high role in strengthening physical skills of citizens and increasing awareness of citizens of Tehran about environmental damage. It has an average role in providing education to maintain the cleanliness of urban space, advance public health and personal health skills, provide training for the disposal of waste and increase friendship with nature between citizens of Tehran.

Compared to the conducted researches, Naraghiand et al. (2011) acknowledge; citizenship training in broad terms is related to any person; and according to the situation and due to the condition interferes in relation to the disorder and lawlessness. Citizenship training is a lifelong and continuous process. It equips youth with knowledge and skills; and lets them know how take part in community organization as a dynamic and efficient one. Critical citizens are those who have the feeling of ethical and social responsibility. This social task ensures that they can also teach others such trainings or effect on others and create variations in local- biological, national and global levels of the society. So, this newspaper should play a more fundamental role in providing education for proper disposal of waste and increasing friendship with nature in citizens of Tehran. With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "aggravated problems of traffic ". Mean is verified in the range of 1-1.8 very low, 1.81 – 2.61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have an average role in observing traffic rules, priority in all matters of citizenship, foster a common sense of citizenship in the community, active participation and increase citizens' awareness of the damage caused by traffic among citizens of Tehran. It has a high role in increasing citizens' awareness to the damages caused by traffic accidents and enhancing driving culture among citizens of Tehran.

Compared to the conducted researches, Sharafi and Taherpoor (2009) state; citizenship training is a process which prepares human for living responsibly, creative, law-oriented, invaluable and consciously in society; In this case, person once participating actively in social life and social institutions, internalizes ethical values and cultural norms in himself. In addition tries to improve and advance culture of society and feels a sense of responsibility towards the problems of society. So the newspaper should play a more fundamental role in providing education to increase awareness of citizens with damages caused by accidents and enhancing the driving culture among citizens of Tehran.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "citizens' awareness to the enormous costs of administration. Mean is verified in the range of 1-1.8 very low, 1.81 – 2.61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have an average role in citizenship training through educating citizenship behaviors in form of moral and social teachings, enhancing the sense of duty towards each other, enhanced role in dealing with collective and social issues, strengthen and improve relations between citizens of Tehran.

Compared to the conducted researches, relying on the collective wisdom we can acquire an image of the ideal citizen according to Nussbaum 2005. He examined citizenship education which was in the summary of their findings with evaluating the researchers' field studies during the summer of 2003 Ncassin 22 schools across the country to complete their studies as part of their efforts. Many of the participants have said that they citizenship training is important. All of these are provided opportunities for students to gain some knowledge and skills that they need to effect on citizens. Most areas of education are considered citizenship training as a subject in civics courses. So, the newspaper should play a more fundamental role in strengthening and improving relations between citizens of Tehran.

With respect to the results of study, how is the frequency and percentage of answers to the questions for the variable of "realization of stable earnings". Mean is verified in the range of 1-1.8 very low, 1.81 – 2.61 low, 2.62- 3.42 medium, 3.43-4.23 high and 4.24- 5 very high. According to the average of responses could say: Respondents believe Hamshahri have an average role in citizenship strengthen interest in political participation, kills necessary for understanding public policy, overseeing them, active engagement, citizens' participation in the economic scene, effective system of legal, civic and political participation, development of people and groups capacities for participation, active engagement and participation of citizens in social and even political scene between citizens of Tehran.

References

1. Anjom, Shoja; 1, Citizenship educating of the environment, the key for urban stable development; proceedings of the first conference in Iran 1404, Tehran; Research Institute of Science Policy-making, Technology and Industry Sharif's Technology University, 2012.
2. Asadi, A; Public thoughts & communications; Soroush Publications, Third edition, 1993.
3. Assadi, A; "Press bottlenecks in Iran"; proceedings of the first seminar of surveying press issues in Iran; Ch 1, Tehran; center of medium studies and researches.
4. Ghaedi, E; Future Citizenship training; Journal of the Educational Innovation; No. 17, Fifth Year, Autumn;2005.
5. [Http://www.hawzah.net/per/magazine/as/008/as00814.asp](http://www.hawzah.net/per/magazine/as/008/as00814.asp)
6. http://www.oxfam.org.uk/education/gc/what-and_why/what.
7. <http://www.tehran.ir/Default.aspx?tabid=86>.
8. LotfAbadi, H & Nouroozi; Evaluating attitudes of high school and college students of Iran to the globalization and its effect on values and religious and national identity; Journal of educational innovation, No. 9, Third year, Autumn, 2005.
9. LotfAbadi, H; National & Global Citizenship Education along with the identity consolidation and the value system of students; Journal of educational innovation, No. 17, Fifth Year, Autumn; 2007.
10. Mahmoudi, M. T; Abbasi, A & Raisi, A; evaluating the role of the school factors in the upbringing a good citizen of the viewpoint of teachers and students of secondary in city of Shahrkord in the academic year of 90-89; proceedings of international conference; Assistance of social and international affairs of Tehran municipality, 2012.
11. Motamednejad, K; Means of mass media; Allam-e Tabatabai; Second edition, Volume 1, Tehran, 1994.
12. Stevenson, L; Seven Theory about the Nature of Man, Translated by Mohsen Bahrampoor, Tehran; Roshd publications, 1989.
13. Yousefi, Ali; proceedings of scientific conference of municipality as social, Tehran; Tisa, 2012.